Below details of our software and services.

1. Pricing

2. Software Functionality

3. Potential Future Costs

4. Third Party Contacts.

Please see schematic of the software components (Schematic.jpg), and a brochure on the Company and Software (FourFrontLtd.pdf).

**1.Pricing**

You can run the software back office only, or with the addition of consultant services and public facing corporate and consultant’s personalized replicated web sites. The services on the web site can be added individually at a later date if required and are therefore priced separately

Once you've decided which software you require (prices ranging from £7.5K to £67.5K, and this is termed the Primary Software Licence) there are 2 routes you can take.  You can buy a licence and run the software yourselves, or pay a monthly charge, (based on the software you have, and increasing as the nr of consultants increases), which effectively enables you to rent the software .  In both cases :-

1. You pay 50% of the Primary Software Licence and 50% of any Customisation charges with order, in respect of set up costs.

2. You have full access to the software.

3. You need to source a suitable server, spec below   (we can source a hosted service if you wish - see LINUX Server Rental below) .

4. Training and installation is charged at £700 per day with software installation being 1 day per server.

To help you budget, the spreadsheet (costs.xlsm – enable editing, enable content) allows you to select whether you want to buy or rent and enter selections into the yellow boxes to determine the costs involved. For example:whether a software module is required Y/N, whether you want us to organize the hosting etc…..   The result will give you a total of ALL payments you’d need to make to FourFront in year 1 and 2 and beyond. It is set up with the modules I think you need as a minimum, though obviously you can choose to have or not to have specific modules, and there is no disadvantage to you in buying them later.  It also assumes you want us to source the hosting service on a cloud server, and that there is no customisation (including data transfer). If you take all the modules selected, the deposit will be **£33875** whichever route you take.  The monthly payment in respect of the rental will start at **£3388**  payable by standing order, commencing on installation, OR if you choose to buy the licene, you will pay the balance of £33875 on installation and pay an annual maintenance of £11856 payable in advance. Again, irrespective of the route you take, the monthly hosting charge for a cloud server will be £170.

**2.Software Functionality** **& Price Breakdown**

A brief functionality and Primary Software Licence fee breakdown is as follows:-

**Back Office Software:** Windows back office software which stores consultant information and genealogy, product details and pricing and compensation plan parameters. Stores all transactions and balances. Calculates commissions, sends out commission statements and produces BACS files for commission payments. Holds tables and price lists. Provides reporting facility to print or file.  Produces delivery notes and invoices to print or email. It can take transactions entered directly, or from the web sites (below) or from third party systems. It is a fully integrated accounting and inventory system.

Web Software

There are three main web sites

1. Consultant Services Site (viewed by consultants only) where consultants place and view orders, view their genealogy, sales and recruitment performance and calendar, view FAQs and download documents, and amend their personal details
2. Corporate / Consultant’s Personal (Replicated) site (viewed by the public) This is the selling site where the public can learn about the company, the opportunities, and the products, buy product through an ‘add to basket’ style shopping cart, and join the business as a consultant. This site can be Corporate only (accessed through [www.yourdomainname.com](http://www.yourdomainname.com)) , or replicated so each consultants has a personalized version (accessed through [www.yourdomainname.com/consultant\_name](http://www.yourdomainname.com/consultant_name))
3. Administration (Content Management) where your staff place orders, do credit notes and returns, register new consultants, run Metrics Reports, create and send emails, create and maintain special offers, promotions and kits, and create and maintain language on the other consultant and public facing sites. Optionally this site will allow access to Content Management tools so that you can create and maintain any number of content pages on the other consultant and public facing sites.

1. Consultant Services

Comprises:-

\* Party & Personal Orders- Delivery Address choice, Delivery Instructions, individual customer order option, hostess schemes for party plan, cumulative calculation and display of retail, discount, wholesale, commissionable volume.  Auto Delivery Charge calculations.  Multiple credit card payments, and previous overpayment adjustments.  An email invoice is sent to the consultant. You may also \*Amend a Held Order

\* Virtual Party Orders- This module enables the party to be virtual. It enables the consultant to send out a URL link to a party which lands the customer on that consultants replicated personal store. The customer can then either have the order delivered direct or delivered with the rest of the party to the host or consultant as per a physical party. It also means that if the party is a physical one, the customer can input her own card details at the party rather than give her details to the consultant, and choose the deliver direct option if required. Note: This option is only available if you have the Party Order Option (above) and the Customer B2C Store option (see below) and the replicated module (see below).

\*Consultant Metrics Reports:

a) Top Product Sales

b) Recruits and Leavers between 2 dates for entire downline or individuals within it, showing indirect and direct recruits detailed and totalled with option to view all or specific consultants

The above reports have spreadsheet download options

c) Real Time Commissions Report:

For the current month this enables the consultant to see what would be earned in commissions should the month end now. For previous months it shows the actual commissions earned

d) Dashboard:

For the current month (and previous months) this shows a series of graphical dials which enable the consultant to see own (or any member of down line) performance against activity and qualification personal and team targets. 5 dials are included as standard.

e) Genealogy Browser - View downline genealogy information including volumes with optional drill down to invoice transactions.

f) Customer & Hostess Reports.

Who Bought That? (enter product and range of dates and report shows which of the consultant’s customers and hostesses bought it

What did they Buy? (select all or specific customers and range of dates and report shows what they bought)

My Customers / My Hostesses. Lists all and allows you to click a button to see what they have bought to date

g) Downline Sales: Enter date range and shows the personal, team and downline sales of everyone in your downline, showing sponsor. Has order type filter

h) Inactive Consultants. Shows all those in your downline who have not reached the active criteria for an entered range of months. Shows sponsor for each.

i) Store Orders: Shows the orders that have come through the consultant’s public shop

\*Future Bookings Calendar Future bookings can be recorded as part of the consultant order or through this option. The system shows a calendar with the number of parties booked on any day. You can drill down to see the detail. This party line up is available at the consultant or company level. It also allows you to see how many future bookings subsequently resulted in parties

2. Corporate (Consultant’s Personal/Replicated) Site

 \*New Consultant Registration Allows consultant to sign up on line.  Takes payment by credit card and triggers an invoice for starter pack.

\*Customer B2C Store Shopping Cart.  Allows customers to order products via a customer shopping ‘add to basket’ style order. It incorporates an image library with stylizing options to allow you to draw attention to offers, find products via types, categories, styles, sizes, colours etc..

 \*Corporate Content Pages Typically used for ‘selling style’ content pages on the Company, the benefits of joining as a consultant or hosting a party etc

3. Administration (Content Management)

Comprises:-

\*Company Metrics Reports:

a) Daily sales and receipts anaylsis.

b) Sales by Year, Month, Date broken down by number of orders, number of order lines, commissionable and non commissionable sales, discount, sales tax, commissionable volume, average order value; with filter by order type and drill down to order line level

c) Recruits and Leavers between 2 dates showing indirect and direct recruits detailed and totalled with option to view all or specific consultants. Included for company if Consultant Services Report of same name is purchased

d) Held Stock report: Shows by product the current orders which are reserving stock

e) New Advisor Sales: Shows the sales done by new recruits. Enter a range of recruited dates and report shows start date and sales since start for each recruit

f) Top Product Sales: For a range of dates shows each product sales value, quantity sold, and commissionable sales value. Included for company if Consultant Services Report of same name is purchased

g) Promotions and Demotions : Show rank / career level promotions or demotions between 2 dates – sponsor and level from and to

h) Sales Promotions Report This report is included if Consultant promotions has been purchased. Report opens in Excel to shows those who qualified, whether the gift has been redeemed and start and expiry date, plus what the gift is.

i) Store Orders: This report is included if Store has been purchased. Shows store orders through replicated or corporate public sites between 2 dates

j) Virtual Orders Report This report is included if Virtual Orders has been purchased. Shows start and end dates of all virtual parties and allows you to view and change the status.

All the above reports have spreadsheet download options

\*Email Management    Send emails from the company to consultants selectively, based on up to the minute information (e.g. send to all distributors, groups of distributors, performing distributors etc.). The content can include merge fields like this month's volume, number of new recruits etc.. It can include attachments such as a newsletter in pdf format, or an update of the marketing plan in PowerPoint, a bulletin in Word format, a spreadsheet on team sales etc.. The emails can be sent immediately, or be timed for after midnight in the case of a large mailing

\*Special Offer Management    Set up of special offers for Consultant Orders eg ‘buy one get one free’, ‘choose any 3 for special price’, ‘buy 4 get cheapest free’ etc…

\*Credit Notes / Refunds / Returns    Credit Notes with linked back to original orders ensuring correct values credited on original credit cards.  On line credit card refunds.  Returns to damaged or saleable stock.

\*Consultant Promotions    Set up of consultant promotions based on sales, commissionable volume, number of new recruits, number of orders, future bookings or ordering party customers; of the consultant or team or entire downline. Awards can be free product, selection of products at promotional prices, cash on account or competition points. Report opens in Excel to shows those who qualified, whether the gift has been redeemed and start and expiry date, plus what the gift is.

\*Customer Promotions    Set up of customer promotions based on sales avlue (eg spend £25 get XYZ product free or at a reduced price.

\*Hostess Promotions    Set up of hostess promotions based on sales value (eg order value £200 get XYZ product free or at a reduced price. This is in addition to any standard hostess schemes which are programmed as part of the standard consultant party order.

\*Variable Kits    Set up kits or offers where the make up of the pack is not fixed, but the customer can choose 1 or more items from a list or lists of products

\*Content Management Allows you to create, add and maintain any number of content pages using any number of templates and style sheets for the services, corporate and consultant’s personal/replicated web sites including ‘about us / join us / host a party/ request information / information / Company Policy’ type pages. If you choose not to take this module then any changes required will be quoted for as and when you want them

\*Replicating Module    This is the software which facilitates the replication of the web pages of the Corporate site ([www.yourdomainname.com](http://www.yourdomainname.com)) so that each consultant has their own personalised version of the Corporate site [www.yourdomainname.com/shop/consultant\_name)](http://www.yourdomainname.com/shop/consultant_name%29). The 2 sites can be identical in content (save for the personalized parts, ie consultant contact details, image, bio etc) or different.

The replicating web pages can be designed, supplied and maintained by you (or your corporate website designer). Typically the replicated site will , in addition to any number of content pages, contain links to On Line Registration for recruitment purposes, and the B2C Store (Customer Shopping Cart).  By driving customers and potential new recruits through this web site, the consultant can be assured of automatically getting any recruitment or commission rewards applicable.

The consultant’s personalised web site can be activated during on line registration or on line ordering or manually through the back office. The system can generate automatic prompts if you charge your consultants an annual renewal fee.

\*Import Module    If any data needs to be updated/created from a file or a third party system, either for initial data upload or on-going updates, then this module is required. eg to convert data from existing software, or upload periodically from a spreadsheet price or product changes rather than entering the information in the back office

**3.Charges & Future Costs Explained**

If you buy a licence you pay the remaining 50% of the licence fee and the remaining 50% of any customisation costs on installation as a one off payment, and you pay an annual support fee equivalent to 17.5% of the software licence cost plus 17.5% of the customisation cost.

If you opt for a rental you pay a monthly fee equivalent to 5% of the software licence plus 5% of the customization.

In addition to the hardware and operating system software (spec below), you need to source (if required) web post code address software, web credit card payment processing software, and BACS transmission software for payment of commissions

Potential Future Costs

\*Set up fee for each additional currency is 10% of the Primary Software Licence fee (assuming identical compensation plan, ordering and web site functionality), payable with order. This is followed by a one off licence fee of 5% of the Primary Software Licence fee if you purchase a licence, payable on installation, and your annual maintenance charge will rise by 8.75% of the Primary Software Licence fee pa per currency. Alternatively, if you opt for a rental, the fee increases by 1.5% of the Primary Software Licence per currency.

\*Set up fee for each additional country is 10% of the Primary Software Licence fee (assuming identical compensation plan, ordering and web site functionality), payable with order. This is followed by a one off licence fee of 5% of the Primary Software Licence fee if you purchase a licence, payable on installation, and your annual maintenance charge will rise by 8.75% of the Primary Software Licence fee pa per country. Alternatively, if you opt for a rental, the fee increases by 1.5% of the Primary Software Licence per country.

\*Set up fee for each language on web £1350 per language. Much of the site is templated so you can do most of the translations. Elements however need to be done by FourFront, and you need to provide us with the relevant translations, otherwise additional translation costs will apply. If you purchase a licence your maintenance charge will rise by 17.5% of the language charge. If you opt for the rental route you monthly fee will rise by 1.5% of the language charge.

\* Integration with your chosen credit card processing gateway and post code software is included within the on line ordering licence fee. If you require integration with more than one credit card payment gateway or postcode software, the work will be chargeable separately at £700 per day. Any other integration work (eg links to 3rd party accounting / inventory / warehouse management / courrier software) is chargeable at the rate of £700 per day and will be quoted for separately.

The only other cost is an annual charge for the SSL certificate (so the server is guaranteed secure and your customers can see the padlock symbol to give them peace of mind).  Obviously you need this whether you rent the server or buy one.  The current annual charge is £160 per domain.  You may also wish to purchase a domain name for the consultant web site ( eg [www.yourcompany.com](http://www.yourcompany.com) [www.yourcompany.net](http://www.yourcompany.net) etc…..) because you can’t use the one you use for your existing corporate site (or you may already have an existing unused one you can use).

If you source the cloud server through us, we can sort everything out directly with the isp and you don't need get involved with the server at all.

**4. Third Party Software Contacts**

There are many suppliers of post code validation software and credit card processing software, and we have no preference as to who you use.  In addition to any contacts you have, you may however like to contact the people below for pricing comparison.

Post Code Software:  [www.postcodeanywhere.com](http://www.postcodeanywhere.com)

Credit Card Processing Software: SagePay.  ( [www.sagepay.com](http://www.sagepay.com) ).

Delivery 16 weeks from receipt of signed agreement and deposit cheque.

I hope the above meets your functional and budgetary requirements.

Regards

Chris Sharp

Main switchboard 0044 1962 810615

mobile 0044 7768 777780

skype chris.sharp4f